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# Extension Service REVIEW



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## AN Editorial

# The Challenge of Underconsumption

**MILO PERKINS, Director of Marketing, and President of the Federal Surplus Commodities Corporation**

■ For the first time, we are beginning to know about underconsumption in terms of simple arithmetic. That has a direct bearing on farm prices. Our farmers, you know, make up 25 percent of our population, and yet they get only 11 percent of our national income. They are producing more than they can sell in the present market at a profit. Surpluses of agricultural products have been a serious national problem now for more than a decade. As I see it, there are three major causes behind this situation.

The first is the application of science to agricultural production. Briefly, we have learned how to make two blades of grass grow where one grew before, but we do not know where to sell the extra blade of grass. Yields of lint cotton, for example, are now 35 percent greater per acre than they were 10 years ago. Yields of corn in the 10 Corn Belt States during the years 1936-39 were 22.8 percent above the 1929-33 average.

### Production Outruns Distribution

All this is a tribute to our technological genius as a people, and we may well be proud of it. Some day we will turn that genius to solving the problems of underconsumption. When that day comes, the extra blade of grass will add to human happiness and not to human misery. For the first time in history, we are suffering because we have too much of the things we need most. The science of production has outrun the science of distribution. We must catch our breath and catch up.

The second cause of our farm surpluses has to do with dislocations in foreign trade. Naturally, our export crops have been hit the worst. This goes back more than 20 years to the time when we changed from a debtor to a creditor nation—to the time when we plowed up 40 million acres of grasslands and ruined part

of the Great Plains in an era of military hysteria.

The third and last major cause of farm surpluses, as I see it, has to do with industrial unemployment in our own country. Farmers producing dairy and poultry products and fruits and vegetables, as well as meats, have been hit the hardest. These are the foods low-income folks start buying as soon as they get a little more money. The term "surpluses," as applied to these foods, is simply a smug, polite name for a shocking amount of underconsumption.

We have been smart enough to make tractors and mechanical corn pickers and dial telephones. Are we smart enough, however, to find work for the folks they have thrown out of employment? Upon our answer to that question—not in words but in new jobs—hangs the future of our industrial democracy. In other lands it has lost its race against time; if we have the courage to make it work here, then we shall, in truth, be a chosen people.

Personally, I think we can, and that what we need most is a redirection of our genius as a people. Heretofore, we have concentrated on methods of efficient production. Henceforth, we must concentrate on efficient and businesslike methods of increasing domestic consumption, no matter how much violence it may do to some of our preconceived notions. We know how to produce almost anything, but we have not learned how to distribute such things to the jobless. The nightmare of underconsumption is the black plague of the twentieth century; we must make up our minds to wipe it out with a vengeance.

If we slash at underconsumption within our own country as we would at a foreign enemy, individual initiative and free enterprise will come into their own as they never have before. That is the only way in which we can be sure of their continuance. That is the only way I know of to assure a nineteenth-century chance of op-

portunity to youngsters who are growing up to run the twentieth century.

We must restore confidence in this country—the confidence of our young folks—not by platitudes but by jobs. And we must do it not for just a few of them but for all who are willing and able to work. Any answer short of that is unworthy of the men who fought their way westward for us and our children. There is a job of internal pioneering ahead of us which has barely been started. The full conquest of underconsumption still belongs to our tomorrows.

### The America of Tomorrow

We must make ourselves worthy of the richest country, in terms of tangible resources, that was ever given to any people. We must move forward from this halting place of uncertainty to a new day. All that matters is that we know that we do not have to put up with this nightmare of underconsumption in a land of plenty forever, and that we know it with such certainty that it will make us conquerors to the core. No obstacle on earth can stand against such singleness of purpose. The day we wake up to the fact that the problems of unemployment and underconsumption are not going to solve themselves, we shall have gone better than half the way toward solving them. Out of such leadership, springing up in thousands of places, will be built the America of tomorrow.

The 65 percent of our families living on an average of \$69 a month need twice that much income for a minimum standard of living. The unsatisfied wants of two-thirds of our people make up the greatest new market that has ever loomed before our businessmen and our farmers. It is right in our own back yard. We must use some imagination and find ways to build a more industrious and, therefore, a more prosperous America.



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EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • M. L. WILSON, Director • REUBEN BRIGHAM, Assistant Director

## Star Valley Spruces Up

W. O. EDMONDSON, Extension Horticulturist, Wyoming

■ Star Valley, Wyo., has enlisted 790 farm and town homes, churches, schools, and business establishments, including creameries and cheese factories, in the largest and most complete yard- and building-improvement campaign ever to be initiated in the valley. The work was started in December 1939, as a result of county agricultural program planning conducted by the Lincoln County program-building committees. A general committee, consisting of the county and home demonstration agents, farm bureau members, and business people of Afton and other towns in the valley, was chosen to guide the program throughout the year.

The valley is divided naturally into 12 communities, and each community planning group has designated a committee of 2 to 4 members to head the program in yard and building improvement in that community. In making the initial inspections and listings in December, the several community committees judged in other communities than their own, thus getting better acquainted with the valley as a whole. In this way, the committee from a certain community was not called upon to make inspections and suggestions in its own area.

The valley is generally covered by 2 to 4 feet of snow by December 1 each year, but last winter the snow did not come until December 22. This gave the committees good opportunity to make the first inspection. Every place in the valley was listed, and a definite record was made of the arrangement and condition of buildings, plantings in yards and plantings that should be made, the number of houses and barns to be painted, and the condition of fences and gates. The committees made statements in regard to the convenience of drives and other service facilities, and made recommendations showing what improvements might be made during the year.

The program will be strengthened during the spring by a series of native shrub- and tree-gathering trips into the canyons surrounding the valley to identify, dig, and bring in hundreds of the native plants in the area suitable for transplanting into yards. The United States Forest Service rangers, the extension horticulturist, and the county extension agents are to direct these gathering trips. Planting demonstrations will be conducted at different homes to demonstrate for every community the proper methods of planting and care.

Arrangements will also be made to buy paint in large quantities, thus enabling the people to obtain paint for buildings and fences at the most reasonable prices.

Prizes are to be made available by the organizations in the valley and presented to the three communities showing the most improvement during the year. These prizes will be awarded at the end of the project in October

1940 by the Extension Service and the Farm Security Administration.

Star Valley maintains primarily a dairy type of farming, and the people are followers of the Church of the Latter Day Saints. The valley is located in one of the most picturesque sections of the State. One excellent highway extends the full length of the valley from north to south. In 1939, the Grand Canyon Highway, following the Snake River and connecting the valley with Jackson, Wyo., and Teton and Yellowstone National Parks, was opened for travel. This highway serves as a direct route from Salt Lake City and other points in the Southwest to the two national parks of Wyoming.

The program is another step in the home-improvement project in Wyoming, and it means continued happiness and contentment for farm and town people. This spring they are working together to make Star Valley a beautiful and comfortable place for living.

Spring comes to Star Valley and justifies all the busy days of planning and planting.





# Needed—A Strong Family Life Program

**BELLE OSBORN FISH, Extension Specialist in Family Relationships, Minnesota**

I shall ask all our fellow citizens to consider themselves identified with the work of this conference. I ask you all to study and discuss with friends and neighbors the program it has outlined, and how its objectives can be realized.—*President Roosevelt at the White House Conference on Children in a Democracy.*

■ The Extension Service reaches farm families in every community in every State in our Nation. It is uniquely suited and immediately ready to start at once in helping to carry out the recommendations of the Conference on Children in a Democracy and to give further study to how a democracy can best serve its rural children and how these children from the farms can best be helped to grow into the kind of citizens who will know how to preserve and perfect our democracy.

## *Planning for Needs of Children*

County planning committees now functioning in thousands of counties throughout the United States are formulating definite plans of action for better social and economic conditions by using all the available help from the various Government agencies and studying local situations and problems. Problems of land use and farm income differ greatly from one section of the country to another, and their solutions must be different; but farm children wherever they live have needs similar to those of all other children. Are these needs receiving the study and consideration needed to formulate plans which will train citizens who know how to preserve and perfect our democracy? This is the question which faces county agricultural agents and home demonstration agents who know intimately the problems of their farm families and are taking an active part in planning for rural welfare.

Thirteen States have specialists in child development and family relationships with well-developed programs, and this will be an advantage in making full use of the momentum furnished by the White House Conference. But even at their best, these programs do not reach all counties or all families in the counties carrying such programs. To adequately take our part in the broader program for children in a democracy, every agent must feel the extension responsibility toward children as a part of the farm family and take an active part in the follow-up conferences being held in each State and community to study the national plan and make a program to meet local needs.

In Minnesota, where I have worked for 10 years, there are many problems in meeting

the needs of our rural children. Because our health, welfare, and educational services are among the best in the Nation, perhaps our problems are not as serious as those in many other States. Except for the cut-over region in the northeast and a sand area in the central part, the State has good agricultural land, where land use is a question of agricultural planning. Where resettlement is advisable, it is not necessary to make long moves, usually not outside the county. Frequently several families move together, and this group becomes a nucleus for a new community with fewer adjustments for family members. It is also a policy to locate families among people already well established to make use of community life and neighbors in local communities. Improved homes and incomes and school and community services should result from resettlement.

In county-wide family-relationships projects in Minnesota, groups are usually composed of neighbors. The leaders are members of the groups. Their project activities cut across religious, political, racial, and educational differences and enable members to work together in a democratic manner. They become interested in their neighbors' children. In such counties they are nearer ready to plan a program for all their children. In the last 2 years, there has been very good project work in family relationships in Mower, Hennepin, and Nobles Counties.

## *Mower County Leads the Way*

Mower County has had a particularly far-reaching program, probably because of fine cooperation in planning by the agents and their local committees. At the end of the first year's study, the planning committee in Mower County invited representatives of all organizations interested in child welfare to attend a county-wide check-up meeting. Each representative explained the work of his organization and in turn listened to the reports of the extension family-relationships leaders. Although more women than men attended, still it was a representative meeting. At the end of their second year of work they are

planning to have as one number on the achievement-day program a panel discussion on contributions of the county extension program to farm family life. Several hundred people will be reached directly. Mower County may be counted on to show the way in Minnesota's use of White House recommendations. In it, County Agent F. L. Liebenstein, Home Demonstration Agent Mae Stephenson, and 4-H Club Leader John Timperley work together closely and see their county program as a whole. They are working for happy farm family life because they believe in farming as a way of life as well as a business. They will study the recommendations of the White House Conference seriously and interpret them to farm people because they are deeply interested in all rural boys and girls.

The President said: "The interests of children are interwoven with the interests of families and communities \* \* \* every step we take to protect the families of America, we are protecting children also \* \* \* the family is the threshold of democracy." Just because we live in America, there is no guarantee that all children grow up in families that practice democratic ways of living. No matter how many opportunities are provided for children, by Government, or State, or private agency, they will not all be benefited unless parents, club leaders, and teachers understand and cooperate in the use of these opportunities. Fulfillment of the goals of the White House Conference on Children in a Democracy depends in part on interested and informed parents. There never was greater need for a strong family-life program in the extension program.

■ Ten 4-H Club members in Madison and Jefferson Counties, Mont., have obtained 14 head of registered ewes for use in club projects, reports F. L. Niven, county agent for the two counties.

These ewes will be used as foundation stock in establishing flocks of purebred sheep, and the project is a continuation of work begun 4 years ago.

Club members in the two counties now own 35 head of purebred ewes in addition to approximately 175 head of grade ewes. Five clubs carried the sheep project in 1939, when 36 members of these clubs owned 246 sheep valued at \$2,102. Sheep shown by the members at both the 4-H fair at Whitehall and at the North Montana fair at Great Falls have won premium money in both the 4-H and open classes. Club members are getting ready for more and better sheep raising in Madison and Jefferson Counties in 1940.



# Expand Cotton Consumption as Part of Farm Program

**H. H. WILLIAMSON, Director of Extension Service, Texas**

■ Here in the Southland, where cotton is the major crop, there exist many economic and social problems. This area comprises approximately one-fourth of the land area of the United States. In this one-fourth area we find about one-half of the Nation's total farm population. This one-half of the farm population receives a little less than one-third of the total agricultural income of the Nation. It is claimed that this same area has more than 50 percent of all the soil-erosion problems of the Nation. The percentage of illiteracy is high compared to that of other areas. And, in addition, we have an unusually high percentage of tenantry.

These undeniable facts present real problems. However, it is encouraging when we evaluate the progress that has been made in the South during the 75 years that have elapsed since the curtains went down on the destructive War between the States. Economically, the South started anew from sub-zero. The progress made in these 75 years is portrayed by our rural areas, towns, cities, churches, schools, colleges, highways, and standards of living. Give due consideration to the tremendous economic handicaps in the form of tariffs and freight-rate differentials under which the South has labored. Then search history to see if evidence can be found where any other nation or section or group of people has made as much progress in so short a period under so great handicaps as the South. Some philosopher has said that "the measure of a people's achievement is not the heights to which they attain but the depths from which they spring."

One of the chief factors of the progress made in the South, in addition to the "never-die spirit" of its people, has been the fact that our Southland has been peculiarly adapted to the production of cotton. It is a commodity that has been needed and wanted by civilized nations all over the world.

For the past several years the maintenance and security of cotton in our agricultural economics have been threatened. These threats are a diminishing foreign demand and a non-expanded domestic consumption. There is needed in the South today an annual crop of 16 million bales, provided it can be marketed abroad and consumed at home at prices which will bring a fair return to the people who plant, harvest, and handle the crop. We need a crop that will bring sufficient profit to build homes, educate children, and raise standards

of living. We need a crop that will not breed peonage and expand poverty.

The South today has the land and the physical equipment to handle an annual crop of 16 million bales of cotton. We have a surplus of labor badly in need of employment. More cotton marketed and consumed means smaller relief rolls and less unemployment. To market annually a 16-million-bale crop, it means that our export market must not be less than 6 million bales and that our domestic consumption must be stepped up to 10 million bales per year.

To compete successfully in foreign markets, it is necessary that we produce cotton of the highest quality—the kind that is in the greatest demand. More than 1¼ million bales moved into export markets and domestic consumption channels during January. This is more encouraging. We must not lose the momentum gained!

Much progress has been made in the past few years in improving the quality of the Texas cotton crop. During the disturbed economic period from about 1930 to 1935, there was a great deterioration in the quality of our Texas cotton. In 1936, the Texas Extension Service and the Bureau of Plant Industry of the United States Department of Agriculture renewed efforts to organize communities to produce one type of cotton of better quality. Last year this program enlarged to 415 one-variety cotton communities. More than 27,000 farmers participated in the program. Combined acreage in the one-variety communities was almost 1,000,000 acres. This means that 11 percent of the total cotton acreage in Texas was planted to quality cotton.

Texas experienced a poor cotton year in 1939 from the standpoint of staple because of the dry weather that existed over the State during the cotton-producing period. Even so, we find that in the 4-year period (1936 to 1939) the percentage of the total crop that was untenderable—meaning untenderable on the market and suitable for few special uses—was reduced from 22 percent to 16 percent. And the percentage of our crop in the 7⁄8- to 29⁄32-inch bracket was raised from 39 percent to 48 percent.

There has been marked improvement in the quality of ginning in the past few years. This has been due to the efforts of the Ginners' Association and the fine work done by the United States Department of Agriculture

at the ginning laboratory located at Stoneville, Miss.

The most recent threat to our cotton industry is the infestation and spread of the pink bollworm in south Texas. It is believed by entomologists and the farmers in the infested areas that the insect can be held in control and further spread prevented.

Farmers and business people throughout Texas have become very active in stimulating the domestic consumption of cotton. The program launched last fall for greater consumption of cotton was very effective. I have reference to the "Buy or Make a Cotton Mattress" program. Statistics are not available as to just how many new mattresses were bought or made. One indication as to the possible extent of the program may be found in a report of the Extension Service on the making of mattresses in the home by farm people. The home demonstration agents of the Extension Service have reported 3,500 mattress-making schools which they conducted for farm women. More than 50,000 women studied mattress making in these schools, and one or more mattresses were made at each demonstration. This means that more than 400 bales of cotton were consumed in these schools alone.

Much research work is being done in looking for new uses of cotton. This is important. However, it should be emphasized at all times that maximum utilization should be made of the present known uses. The family bedroom perhaps offers the greatest potential demand for cotton known in domestic uses. No single household article requires more cotton than a mattress. Perhaps it would be fairly accurate to say that if the 130 million people in America were all supplied with a good cotton mattress containing 55 pounds of cotton and ticking per mattress, America would be sleeping each night on 7½ million bales of cotton. This is being mentioned as one example of the potential possibilities for increasing cotton consumption at home.

The agricultural and business leaders of the cotton-growing States, working cooperatively and in cooperation with the Secretary of Agriculture, should launch a well-planned 10-year program for expanded domestic consumption of cotton. The program should be organized to include the entire South; and the facts should be carried to every section of our Nation. The conservation of our cotton industry as a part of our Nation's farm program is of national concern.

## 4-H Leader Training

Oswego County, N. Y., 4-H Club agents are cooperating with the State Normal School at Oswego on a broadly conceived training school for local leaders. Five meetings will be held covering the following topics: Historical background and objectives, club organization and division of responsibility, project requirements, social and recreational activities, and personal and social relationships.



# Low-Income Families Use Surplus Cotton

■ The cotton-mattress demonstration program is gathering momentum. Thousands of low-income families are making their own mattresses in central community workshops, having received their 50 pounds of cotton and 10 yards of ticking free from the Federal Surplus Commodities Corporation. This has been made possible by the cooperation of the Extension Service, Agricultural Adjustment Administration, Federal Surplus Commodities Corporation, and other agencies both national and local.

The plan is simple. The Government makes surplus cotton available. Low-income families, otherwise unable to buy good mattresses, can get the cotton; and extension agents will teach them to make first-class mattresses.

## *Home Demonstration Agents Ready*

The demonstration plan developed under the direction of Grover Hill, Assistant Secretary of Agriculture, and was first presented to extension agents at the three intraregional conferences in the Southern States, at Roanoke, Va.; Auburn, Ala.; and Texarkana, Tex. It was received with enthusiasm. Practically all of the home demonstration agents in the Southern States know how to make home-made cotton mattresses. They have given thousands of demonstrations throughout the South, and many thousands of farm families take pride in the fine mattresses which they have made from their own cotton and which are the result of their own hand work. In Texas alone, which put on a cotton-utilization campaign last year, between 4,000 and 5,000 mattresses were made.

Because of her experience in Texas, Mildred Horton, State home demonstration agent, assisted in working out the details for the national plan.

There is a big surplus of cotton in the country, and many leaders have been interested in using some of this cotton to improve the living conditions of low-income families who are in need of cotton products. The cotton stamp plan and the mattress demonstration program are a start in this direction.

The mattress demonstration program is being tried out first in about 60 counties—one in each of the extension districts in the cotton-growing States. Other counties can be included when 120 rural families have been certified as eligible by the AAA committee and when the county has been approved by the State and Federal Extension Services. A low-income rural family is eligible for the free cotton and ticking when the total income for the calendar year 1939 was not more than \$400 and when at least one-half was derived from agricultural occupations. Assistant Secretary Hill emphasizes the fact that this is not something which is being urged



Director M. L. Wilson visits a mattress-making demonstration in Brazos County, Tex. From left to right, Mrs. Bernice Claytor, Texas specialist in home improvement; Velma Erisman, Brazos County home demonstration agent; President T. O. Walton of Texas A. and M. College; Director Wilson; and Texas Extension Director H. H. Williamson.

on anyone but an opportunity for better living to those who need it, want it, and are willing to work for it.

Community workrooms are provided where the families can make their mattresses under the supervision of the agent or trained local leaders. Application for the cotton and ticking are made to the home demonstration agent, and the families are certified by the local AAA committee from the records on file. At present the material for only one mattress is allowed each family.

The county home demonstration council designates a member of the home demonstration club as chairman of the cotton-mattress committee of the home demonstration club in each community wishing to participate in the program. These committees will obtain the cooperation of local communities in the work and help with the instruction at the central workroom. When there is no home demonstration club in the community, a woman representing the local sponsoring groups acts as chairman of the committee. The cotton is ordered from the Federal Surplus Commodities Corporation by the AAA committee and delivered to the workroom for the family which is to make the mattress under the direction of the agent or leader.

This is but one phase of a broad cotton-utilization program which also includes the

cotton stamp plan announced by the Secretary early in February. Similar to the food stamp plan, this aims to get cotton into the hands of low-income families who cannot buy the cotton goods they need and to move it through the normal channels of trade.

All persons getting work or direct relief (Federal, State, or local), needy persons certified as eligible for such relief but not actually receiving aid, and persons receiving public assistance through the social security program who are in need of additional aid will be eligible to participate in the cotton stamp plan in the areas where it is in effect. They will be given the opportunity to buy cotton stamps in the amount approximately equal to their present expenditures for cotton goods, and for every dollar's worth purchased a dollar's worth of free surplus stamps will be issued. Purchases of stamps will be made by the participating families every 3 months. The families can buy their cotton goods at any retail store.

The cotton stamp plan is being tried out experimentally in a few of the cities already using the food stamp plan. These two new features of the cotton-utilization program are in addition to the export subsidies, research studies on new uses for cotton, and other methods being used to help move cotton surpluses.



# A Year of Land Use Planning

■ Nearly 70,000 farm men and women are cooperating in the county land use planning program as members of organized county and community planning committees, it was revealed in a report recently submitted by the Extension Service and the Bureau of Agricultural Economics to the Agricultural Program Board.

The report, dealing with the progress of land use planning during 1939, also showed that the land use planning program reached 1,120 counties in 47 States in the year since it was initiated jointly by the Department of Agriculture and the land-grant colleges. Accompanying the report was a directory of State land use planning committees, their executive committees, and the joint land-grant college and BAE committees.

The report to the program board summarizes (1) the features of the organization established for the planning work; (2) the character and status of the several stages of planning activities already undertaken; and (3) the kinds of action growing out of planning efforts to date.

## *Basis of Cooperation*

Memoranda of understanding between the Bureau of Agricultural Economics and the State agricultural extension services and experiment stations, covering the features of the planning organization and the general types of cooperative work have been signed in 45 States, it is stated. There are only four States in which State land use planning committees or advisory councils have not been established to date and in two of these many of the land use planning activities proposed by the Department are being carried out.

State land use planning committees vary from State to State in both size and composition, depending upon the number of State organizations represented and the number of type-of-farming areas in the State. Arizona, with 12 members, has the smallest committee; New York, the largest, has 48 members. On the 43 State committees now organized, 552 farmers are serving. This is an average of 13 farmers to the committee.

The Extension Service and experiment stations are represented on each of the State land use planning committees. Also represented on all State committees are the Farm Security Administration, Agricultural Adjustment Administration, Soil Conservation Service, and Bureau of Agricultural Economics. The Public Roads Administration is represented on 39 committees, the Forest Service on 38, the Farm Credit Administration on 14, and the Bureau of Biological Survey on 13. State planning boards and State highway departments each are represented on 21 committees.

Most of the committees have a membership of from 22 to 30 persons, the report points out. Farmers constitute a majority of the membership of 17 State committees. In 35 States, farmers are the predominant single group. Representatives of the Department of Agriculture outnumber the farmers in 4 States.

To facilitate the planning work at the State level, each of 14 States has set up an executive committee of the State land use planning committee. These executive committees are composed of from 4 to 6 members. In addition to handling matters that arise between meetings of the State committee, these executive committees often perform the follow-up work on actions taken by the State committee.

The project leader of the Extension Service, the State BAE representative, and a representative of the State agricultural experiment station constitute in each cooperating State a joint land-grant college and BAE committee. Among other duties, this committee works with all agencies concerned on questions relating to the nature and scope of the planning program in the State. Sometimes this committee also functions as a working committee for the State land use planning committee, as well as for the agencies which its members represent.

Disclosing that 70,000 farmers in 1,120 counties are cooperating in land use planning work as members of organized county and community committees, the report adds that about 19,000 of these farmers are members of organized county planning committees, and that nearly 51,000 are serving on 6,807 organized community committees. Farmers predominate in the membership of county committees, with representatives of the Department representing the next largest group in most counties. Community committees almost without exception are made up solely of farm men and women.

## *Idea is Widespread*

In addition to the 1,120 counties with county land use planning committees, there are 75 counties in which planning activities are being conducted by community committees prior to formal organization of county planning committees. On the other hand, a number of counties have set up county committees, but they have not progressed to the stage of establishing formal community committees.

Frequently, farmer members of county and community land use planning committees are also members of farm security advisory committees, agricultural conservation committees, production credit committees, and many others. It is indicated that about 200,000 farmers, in addition to members of county or community planning committees, took part

in planning meetings held during the 6 months ending December 31, 1939.

The number of meetings held by individual county and community land use planning committees during the same 6 months ranged from one to nine, depending upon the stage of the planning work. Some county committees have set up executive and subject-matter subcommittees to permit more intensive attention to specific problems.

Turning next to the 1939-40 program of work, the report shows that for the fiscal year 1939-40, 1,195 counties were selected for planning. Of these, 388 were designated as "preparatory," 761 as "intensive," and 46 as "unified."

## *Intensive Planning*

Of the 761 counties selected for intensive planning at the start of the fiscal year, 564 actually carried on area mapping and classification work. In 47 of these counties, work has not advanced beyond the study of basic information, and in 150 others intensive work has not begun. In 225 counties the county and community committees have already finished their area-classification map. In 112 counties the work has progressed to the point where a preliminary draft of the area-mapping and classification report is being reviewed by the State land use planning committee. County reports covering the results of area mapping and classification for 59 counties have been reviewed by the State land use planning committees and submitted to the Department. The Extension Service and the Bureau of Agricultural Economics are analyzing and summarizing these reports.

According to the report, 43 of the 46 unified counties have made appreciable progress. Formal progress reports from Wyoming County, N. Y., and Culpeper County, Va., including definite agreements for modification of various programs or action to be started during 1940 and statements of action that has been started, have been studied and approved by the interbureau coordinating committee. Committees in 14 more counties have submitted either preliminary or final reports on their unified county program. These are ready for presentation to the interbureau coordinating committee. The other counties are still in the process of preparing plans.

■ The Jane S. McKimmon loan fund for worthy rural girls in North Carolina who desire to obtain a college education is maintained by the State Federation of Home Demonstration Clubs and the State Association of Home Agents. The latest report shows that the fund is now valued at \$12,368.81. During the 9 years of its existence, the loan fund has assisted 31 girls, of whom 14 have completed their 4 years of college work and are now repaying their loans.



# 4-H Boys Market Cotton

**A. W. JACOB, Extension Economist in Marketing, Oklahoma**

Early in 1935, in response to an invitation of the manager of the Oklahoma Cotton Growers' Association, I appeared before the board of directors with some suggestions on improved cotton marketing. I stressed the importance of a program for the 4-H Club members. P. E. Harrill, the manager, had indicated to me that their field classers were not making full use of their time during the spring months, as cotton receipts were light during the period, and it was difficult to do membership work at this season of the year. His suggestions gave me a cue on probable sources of excellent assistance and procedure in outlining the program.

My proposal to the board of directors was a 4-H Club cotton staple and grading project, instructions to be given in the counties by the local cotton classers, the county agents, and me. The contest was outlined to terminate with county team demonstrations in cotton marketing at the cotton growers' annual meeting the last of May 1935, a cotton-classing school to be held at the 4-H Club round-up at Stillwater in July 1935, and exhibits and classing to be carried out at the State fair in September of that year. The exhibit of cotton at the State fair was to be of open bolls, lint, and seed, in conformity with the requirements at the National Club Congress.

## *Cotton Classing Schools Held*

The board of directors set up a fund to carry on the work and instructed Mr. Harrill to use the cotton classers as local leaders and instructors. Work was started by obtaining necessary standard United States staple type ( $\frac{3}{4}$  inch to  $1\frac{1}{8}$  inch), and the loan of a few grade boxes was obtained from the Cotton Growers' Association. Samples of all important cotton grades were prepared and boxed so that each county could have a sample to use when local instruction was being carried on by county workers and local licensed classers. County schools were scheduled and advertised in 24 counties. One-day schools were held at each point. Each school was worked up by the county agent, the local classer, and the ginners. Obtaining a suitable building with proper lighting was the difficult problem in many counties, but usually a good place was found.

Clyde McWhorter, United States Department of Agriculture corroborator in cotton marketing, stationed at Stillwater, became interested in the project and agreed to assist. He and I visited the counties, one each day, until the rounds were completed. The cotton quality was getting poorer each year, and Mr. McWhorter gave summaries of the data he was collecting on quality through gin sam-

ples. County agents invited the 4-H cotton club members to the school. Fathers came along as the idea was new. Ginners heard of the school, and as most of them were buying on the "hog-round basis" and losing money, they were looking for new ideas and a way out. They attended and were invited to assist in instructing the club members. Many vocational agriculture teachers were interested and attended with their boys.

Requests for classing were so many in the counties that in practically every county the local classer and county agent held several local schools. The schools were confined to adults, 4-H Club members, and FFA cotton producers. Many of the adults carried on some phase of production demonstration in culture, fertilizer, or variety trials in cooperation with the Extension Service.

After receiving the instructions, club members thought of new ideas to make the program a success, such as using improved seed, planting the same variety, delinting the seed, selling on grade and staple, marketing cooperatively, community improvement of cotton, and discontinuing the production of cotton with low per-acre income.

Team demonstration material dealing with cotton marketing was prepared and sent out. Several counties held county elimination contests to decide which team would represent the county at the annual meeting of the Oklahoma Cotton Growers' Association. Sixteen counties brought teams to the annual meeting on May 26 and 27. The cotton growers' meeting was on May 27, and as there were so many teams we decided to have the contest the day before their meeting and to let only the two best teams appear before the State meeting.

The contest swelled the attendance at the annual meeting, and many producers and leaders spoke highly of the boys' cotton marketing demonstrations. Many thought it the best part of the program. During the first year's work 400 4-H Club members in 24 counties studied cotton marketing along with production; and a closer cooperation was effected between the Extension Service, Bureau of Agricultural Economics, Cotton Growers' Association, ginners, and growers on cotton-marketing conditions. In Greer County, 75 4-H Club members all grew the same variety and marketed a pool of 42 bales of uniform staple and middling or better grade. Many low-grade bales were sold outright at ginning because of the early frost and wet weather at picking time. Members did not wish to lower the average of their pool prices by including any low-grade bales. The State classing team from Greer County received a prize trip to the International

Livestock Show at Chicago. A State-wide movement for improved marketing and one-variety production was built up as a result of this work, and the Cotton Growers' Association agreed to finance the project the second year.

Since 1935, the work has been carried on each year with increased momentum and interest toward marketing of cotton on staple and grade. The Extension Service in 1937 purchased a complete set of official United States cotton grades and has maintained these grades and other needed materials up to date. The Oklahoma Cotton Growers' Association and other cotton handlers supply samples for use at all schools.

The project is especially adapted to older club members. Its best results have been the broadening of the 4-H Club cotton project to include marketing instruction as well as production. The project has brought to the attention of the State cotton industry a method of contacting juniors and adults which results in a lasting improvement of cotton production and marketing.

Fine leadership has been developed in the counties to a point where in 1939 more than 100 one-variety cotton communities had been established in the State. One hundred and eight Smith-Doxey classing communities were established in 1939. Hundreds of junior and adult producers have been instructed in cotton values since 1935. Lauren Clark, of Greer County, a member of the first team in 1935, is an advanced agricultural student at the Oklahoma A. and M. College.

A closer coordination of the work of the extension production and marketing specialists has resulted. It is my belief that this activity has been of great value to the cotton industry in Oklahoma. Any State having difficulty in putting over a cotton-marketing program can well afford to study the 4-H Club classing school as an effective method.

## Seed Clinics

Twenty seed clinics in the principal durum-wheat-producing areas of North Dakota, aimed at reduction of durum and hard spring wheat mixtures which result in heavy market losses for growers each year, were held during the winter by the Extension Service and the State seed department.

In areas where both durum and hard red spring wheat are produced, mixtures occur from volunteering and in harvesting, threshing, cleaning, and seeding operations. Mixtures caused by volunteer growth in the field were particularly bad in 1939. The seed-clinic work is to assist growers by analysis of their seed grain, by suggesting cleaning practices, and by discussion of field-management problems. Arrangements for the seed clinics were made by county extension agents and local committees. Some losses from mixtures can be averted by greater care in seed cleaning and by selecting fields where damaging mixtures are not likely to volunteer.



# The Average Man Takes a Hand in New Hampshire Public Affairs

**P. F. AYER, Specialist in Rural Organization and Recreation, New Hampshire**

■ New Hampshire is the land of the Great Stone Face and of people who are frequently considered as stern and unyielding as their beloved symbol of sturdy merit. Yet New Hampshire is part of that land which maintains the "cracker barrel" proving ground of public affairs, and the last example of colonial democracy, the town meeting.

These people find themselves, however, in common with those in other sections of the country, in need of a revival of general participation in public affairs by each citizen, and a renewed faith in the ability of average citizens to study and to solve their problems. Habitual dependence upon authorities of the press or the speakers' platform has undesirable educational and practical results.

As a method, discussion is not new, having been part of the program planning procedure of various branches of the Extension Service for years; but new emphasis has been placed on it during the last few years with the renewed effort to have the farm family become an equally important partner of the Government in determining not only what educational objectives shall be set, but also what procedures are most likely to succeed. Community councils, commodity committees, county program-planning groups of various projects, land use committees, agricultural conservation committees, and extension conferences use this method.

By a careful estimate, Dr. Paul Vogt, of the Federal Bureau of Agricultural Economics, recently accounted for 600 discussion groups in the State in 1939. Parent-teacher associations sponsor 60 study groups. More than 300 granges have required discussions. Churches held at least 60 forums. Women's clubs, the League of Women Voters with 14 groups, 27 youth-extension clubs, and many other old and new organizations included the discussion of current affairs in their programs.

The function of the Extension Service is the same as in any other major activity of the people—definition of educational policy, instruction in method, enlistment and training of leaders, and stimulation of the movement as a desirable educational activity.

The following 10 points are emphasized as essential elements of effective discussion designed to stimulate thought and participation by the average man: Lay leadership; small groups; 100 percent participation; a topic of concern to the discussion group members, begun at a point of contact with their lives; approach by accumulating the experi-

ence, factual knowledge, and opinion of the members of the group; both sides of the question equally brought forth; frequent summary of progress; discussion to precede contemplated or probable action by a reasonable length of time; a series of meetings on the same subject or related subjects; appeal to "authority" on the subject only after these other preliminary steps have been taken.

Leaders are usually already designated by organized groups, but additional leaders are enlisted for new groups and for subdivisions of existing groups. Their job is to become specialists in leading, not authorities on subject matter.

The best training has been done by turning meetings of prospective leaders into actual laboratory sessions as was done at the

State Parent-Teacher Association Institute. Members were chosen who had never led before. They were each charged with conducting a discussion by a subdivision of the group guided by the 10 principles which had already been studied by participants and prospective leaders together. They were provided with check sheets on which to have recorded their success in stimulating an even distribution of oral participation.

This system was used by many granges in the State under actual "field" conditions with satisfying results to them and gratifying evidence to the Extension Service of both greater and more effective participation and an increase in the number of people who were actually seeing to it that all sides of a question were fairly considered.

A typical report said that, by using the training received, 21 members divided into 2 groups under 2 local leaders who got at least 2 comments from everyone and an average of more than 11 comments per person. Another leader wrote: "Our discussion went over grand. They got to doing so well that after discussion had been going on for an hour and 5 minutes I really had a hard time to shut them off. Before, about 4 persons would speak and just agree with the last speaker; and that was about all there was to it."

## Alaska Holds Annual Conference



■ These six extension workers in Alaska, meeting to discuss the work of the past year and to make plans for 1940, were particularly proud of their 4-H Clubs. They set the goal of 600 Alaskan boys and girls in 4-H Clubs for 1940 with an 80 or 90 percent completion. They report that people all over the Territory show keen interest in club work. A group of 4-H boys and girls on the regular weekly program over KFAR, Fairbanks, this winter

brought in a big response from radio fans. The Alaska staff members, reading from left to right, are: I. M. C. Anderson, livestock specialist; Lorin T. Oldroyd, director; and Howard Estelle, agricultural agent. Back row, Ethel McDonald, home demonstration leader; Florence Syverud, home demonstration agent, Juneau; and Hazel Zimmerman, home demonstration agent, Matanuska. The occasion was the annual extension conference.



# Idaho Vacation Camps

**BESS FOSTER SMITH, a Camper**

■ It was 15 years ago. My children were babies, and I was completely submerged with home cares. A friend brought the new State home demonstration leader to see me. Before long she was asking me to help in planning a vacation camp for rural women. Whether she got the idea from looking at me or at other self-martyred women, I do not know; but that was the beginning.

To further interest me, I was asked to take some part; to give some readings of verses that I had written about Idaho. I remember it was an occasion! My mother-in-law made me a new dress. My husband gave me a string of pearls. Even the children were impressed! Mother was really going to step out. I actually began to appreciate myself again!

How many overwrought, self-pitying homemakers Marion Hepworth reached by this method I can only surmise; but it worked. That summer 75 women went to a 3-day camp at Starkey Hot Springs to refresh themselves and give of themselves, and to look at their problems from a new angle.

Now there are seven districts in Idaho, and each one is clamoring for a vacation camp. The attendance during the last summer at a series of these camps was nearly 10,000 men and women.

When asked to explain the success of this enterprise, Miss Hepworth says she attributes it to the local camp committees who have led

her in making all decisions. But hers was the vision and the organized plan that made it possible. Constantly the local groups have asked for better things; and so, through the years, the programs have become better and better. I have heard them most favorably compared with the Chautauqua programs, but without the financial deficit.

Some of the earlier camps had lessons in basketry and demonstrations in canning and recreational folk dancing. The women gave pageants. Some studied birds, rocks, and trees. There is always a threefold type of program built round a definite plan of living—educational work, usually in the morning, recreational play in the afternoon, and inspirational speeches and music in the evening.

Busy homemakers, who would not and could not afford to leave home for even 3 days just for a rest, will come because of the lure of the programs that they know they cannot afford to miss. The best speakers and musicians the State and neighboring States can afford are present and give their services to this cause without remuneration and often without even an expense account.

The Governor of the State is usually in attendance at several camps. The president of the university and dean of the agricultural school are there also. Faculty members consider it a privilege to be asked to take part. Miss Hepworth chooses from ministers, lawyers, editors, doctors, and businessmen such

as are in harmony with the theme of the camp. Mrs. Anna H. Hayes, vice president of the parent teacher association, always charms and inspires her listeners.

The influence of these camps does not end with the close of the season. It just begins. All the clubs back home have lively camp reviews. One lady writes back: "We all have about the same troubles and cares, including having husband late to meals, Johnnie and Jimmie quarreling over the last piece of pie, and chickens scratching up the garden; but they sink into insignificance when we view them from another perspective."

The local home demonstration leaders find that the camp, although a very great deal of work for each of them, is, after all, the vital spark that makes their work come to life.

Characteristic of all projects carried on by women, the expense is a mere pittance—"butter-and-egg money" in the educational budget. A whole season of seven camps can be run for less than \$500. The expense to the camper is also reduced to the least common denominator. I think the women really enjoy the vacation more when a cook is hired and meals are served. They often pay their part by bringing food. Usually a resort is hired where there are cabins or a dormitory for sleeping, and the women bring their bedding. These details are worked out by the camp committee and the local leader.

Here is Idaho doing a real service for Idaho—pushing home products and home betterment. It has been observed by other States and called the "Idaho plan." Miss Hepworth is constantly receiving letters of request as to how it is done. Already plans are under way for the new season which will open probably at Payette Lakes July 5.

We, who are pioneers and still attend camp, are usually pointed out and shown many privileges. Miss Hepworth takes a little secret pride in us, and I think she is justified, for I am sure we are all much richer for these experiences. And, we in our turn can never tell or half realize what she has done for us by inviting us to come out and be a part in this movement that means so much to all Idaho women.

## Six-Point Program

In cooperation with the farmers, the Walton County (Ga.) Agricultural Council, composed of County Agent H. H. Shores, teachers of vocational agriculture, and vocational high school principals, have worked out a definite six-point program for Walton County agriculture in 1940. The program consists of: (1) One-variety cotton with culled and treated seed; (2) cooperative growing and marketing of sweetpotatoes; (3) planting of lespedeza for seed, feed, and soil improvement; (4) improved pasturage through a demonstration pasture in each community; (5) a milk cow for every farm family; (6) at least 100 chicks for each family.

A picnic dinner under the trees gives the visiting family a glimpse of the joyous living at a mothers' vacation camp.





# Three Georgia Counties Cooperate in Buying a Motion-Picture Outfit

**J. P. NICHOLSON, County Agricultural Agent, Catoosa County, Ga.**

■ Regularly scheduled motion-picture programs have been contributing materially to the extension educational program in Catoosa, Whitfield, and Walker Counties of northwest Georgia.

This program was begun in May of 1939. The three county agents in these counties had discussed the problem of getting practical agricultural information to the masses of the rural people, especially those in the lower-income group where informative material is most needed. These agents finally determined that the use of sound motion pictures would offer the best possibility of contacting this particular group of people.

After careful study, the three agents decided to purchase one sound motion-picture projector and accessory equipment and to use this one outfit in the three counties. By showing on regular schedules, it was determined that the agents would be able to cover most of their counties in each 30-day period. The problem of financing was discussed with each local county farm association, and each readily agreed to contribute one-third of the necessary funds to purchase the equipment for the execution of this visual-aids program.

During recent years the big problem of extension workers has been to get an audience with the masses of rural people in order that the right agricultural information could be disseminated. When ordinary methods of education were used it was difficult to get the right audience. Usually the loyal few attending the meetings were the higher income group and naturally were those who needed information the least. This condition is rapidly being changed, and it seems that through the use of educational motion pictures it is possible to reach the rank and file of rural people.

It has been the policy of this tricounty group to concentrate on one enterprise subject at each monthly program. It is also the policy of the three agents to devote a few minutes of each meeting to the discussion of the most pertinent agricultural problems of the county. In this way these extension workers are able to get across timely information which is, in reality, a vital part of an educational program made possible through the use of visual aids.

The program in these three counties thus far has been concentrated on the use of motion pictures which, in themselves, stimulate interest and create a desire for more knowledge; however, they do not lend themselves so well to detailed studies as do colored slides. We are now working into the educational program slides which consist principally of locally

made colored transparencies dealing with specific studies of farm problems in their area. Naturally, they include the use of charts, graphs, and tables as a basis of studying the local county situation.

The three counties involved in this program have made locally a 1,600-foot reel of motion pictures in natural color. This is a silent picture which deals with the various phases of farm management that have proved satisfactory and profitable in this area. The title of the picture is "To a Higher Standard of Living Through Better Farm Management." It has been shown three different times in practically every community in the three counties. This has been possible by making additions to the film occasionally and reediting it to tell a slightly different story. It has been received extremely well on every occasion and, because of its local nature, has created much more interest than any other film which has been shown.

These three agents have determined that motion pictures can be used as a basis for creating interest in the local agricultural program; and after seeing the pictures most of the people begin to want additional detailed information. This is being supplied with slides and black-and-white prints.

Many of the local schools and churches are becoming interested in good visual-aid material of an agricultural nature to use in their educational programs. To assist in this program, each county extension organ-

ization is obtaining a 35-millimeter, tri-purpose projector to be lent to the various schools and churches, as well as assisting in obtaining and developing the material to be presented. Of course this equipment will also be used by the extension personnel.

One of the local ministers has developed a slide lecture entitled "God's Acres." The theme of this lecture is man's stewardship of the land. It has been used on several occasions in the churches, and at community meetings, and the reaction of the people has been very good.

In the several months of experimental work in these three Georgia counties we have found that one important question must be answered about visual-aids material. Is it good, and, if so, good for what? This question must be answered in the affirmative for each type of audience to which the material is presented. This calls for specialized material, and another important feature of the material is that it be of a localized nature. The local environment must be considered because it adds tremendously to the value of visual aids whether they be motion pictures, slides, film strips, or ordinary black-and-white prints.

Below is shown a table comparing the three counties in which an intensive visual-aids program has been carried on for almost a year with three adjoining counties which are similar in most other respects.

	3 counties with visual aids	3 counties without visual aids
Number of farm families.....	5,829	5,663
Farm land acreage.....	443,986	502,347
Acres per farm family.....	76	88
Attendance at meetings, May through September 1935.....	2,348	3,486
Attendance at meetings, May through September 1938.....	764	4,366
Attendance at meetings, May through September 1939.....	13,884	5,463

## Former 4-H Club Members at College

A survey has just been completed by R. A. Turner of the Federal Extension Service which shows that 37.78 percent of the students now enrolled in agriculture and home economics at the agricultural colleges in the Central States are former 4-H Club members.

The actual number of former 4-H Club members enrolled in 1939-40 is 6,934 which, when compared with the 751 reported in the first survey made in 1927-28, clearly indicates a definite trend. Therefore, a gain of 823 percent was reported over the period of 12 years. In the more recent years the increase in the relative number of club members enrolled exceeded the increase in the relative number in the student bodies as a whole.

Illinois, with 49.53, reported the largest per-

centage of students who were former 4-H Club members. Indiana ranked second with 47.94 percent; Nebraska third, with 44.79 percent; Kansas fourth, with 43.32 percent; and Iowa fifth, with 41.56 percent.

Many of these students made their first contact with the agricultural college through their 4-H Club activities. It is probably true that the awarding of scholarships to 4-H Club members has been a factor in encouraging attendance at the State colleges of agriculture. It is evident, in view of these data, that the 4-H Club movement is fostering a desire on the part of 4-H Club members to obtain additional scholastic training and is directing an increasing number toward the agricultural colleges.



## Director Wilson Visits the Field

Montana's first county agent, since February 1 occupying the chair of the Director of Extension, reverted to type less than 3 weeks after assuming his new office and took to the field. Director M. L. Wilson returned to Washington on March 9 after spending 13 days in Texas, Louisiana, and Alabama to see at first hand the work under way. On his trip, which as former county agent he called "leisurely," Mr. Wilson found time for individual visits in the field with 1 governor, 3 State directors of extension, 6 county agent leaders or extension specialists, about 20 farmers, and 15 county agricultural or home demonstration agents. The trip began at College Station, Tex., proceeded through the Rio Grande Valley and the sugarcane country of Louisiana, and ended in Coffee County, Ala. Mr. Wilson said that he was greatly encouraged with the progress made in land use planning and conservation and the part which extension agents are playing in these and other national programs, as well as in the general extension activities through which home demonstration agents and county agricultural agents are helping farmers and homemakers.

## They Prosper Alike

Through a series of educational meetings being conducted in Burke County, Ga., by County Agent Joel Chappell, businessmen and farmers alike are being acquainted with what has been done by various farm agencies operating in the county.

"Just how the local businessman has prospered along with the farmer who cooperated with the Agricultural Adjustment Administration program and other farm agencies operating in our county is the information we have been passing on to our businessmen, for farm and city prosper alike," said Agent Chappell.

Included in the data given those attending the meetings is the information that Burke County farmers have received \$2,323,647.30 in benefit checks since 1933. Income from Burke County's major crop, cotton, jumped from \$697,160 in 1932, before the AAA program, to \$2,740,000, including farm benefit payments, in 1936. The cotton income at the present time, including benefits in Burke County, is estimated at approximately \$1,397,000.

Information on rural electrification was also given to the farmers and businessmen. These data were to the effect that 90 miles of Rural Electrification Administration line, serving 210 families, are now in operation in Burke County. Thirty miles of this REA line were built during the year 1939.

A comparison of the business situation in Burke County and Waynesboro, the county seat, before and after various Federal farm agencies and farm programs were in operation, is also being given those attending the

meetings. These figures show the increase in postal receipts, bank deposits, and income of Burke County farmers.

A comparison of postal receipts revealed that in 1932, \$9,739.08 was received at the post office, in comparison to \$14,591.26 in 1937 and \$11,904.74 over a 10-month period in 1939.

Combined bank deposits of the two Waynesboro banks in 1933 were \$460,238.18, in comparison to \$967,470.50 in 1939.

Income of Burke County farmers in 1933—the first year of the AAA program—was \$263,607.52, compared to \$731,665.02 in 1938.

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## President Grooms New Director

When Director Wilson resigned the post of Under Secretary of Agriculture to accept the position of Director of Extension Work, President Roosevelt sent the following letter to him:

This will acknowledge your letter of January thirty-first, resigning as Under Secretary of Agriculture, effective when your successor has qualified, in order to accept appointment as Director of Extension Work in the Department of Agriculture. Your resignation is accepted with regret. I want to express personally my appreciation of your devoted service. I am glad to know that in your new post you will have an opportunity to continue to dedicate your knowledge and your qualities of leadership to American agriculture. I know you have outstanding qualifications for this post. I am glad to know that you will continue your services with the Government, and I wish you every success as Director of Extension Work.

Very sincerely yours,

FRANKLIN D. ROOSEVELT

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## Extension Chronicled

An up-to-the-minute account of extension work is included in the new edition of The New Wonder World, vol. VI, entitled "Sports, Pastimes, and Handicrafts." In an illustrated article on 4-H Club work. Dr. C. W. Warburton writes of 4-H Club work in general, describing the various agricultural, homemaking, and recreational activities of the movement; the 4-H objectives, emblems, and insignia; the qualifications for 4-H membership; and the influence of 4-H Club work.

■ The National 4-H Fellowships of \$1,000 each providing for 9 months' resident study at the United States Department of Agriculture, Washington, D. C., are being offered again for 1940-41 by the National Committee on Boys and Girls Club Work.

## New Under Secretary

Claude R. Wickard, appointed Under Secretary of Agriculture by the President, February 1, has a background which includes nearly a quarter of a century of active farm operation, a technical training in agriculture, and 6½ years of administrative work in the Agricultural Adjustment Administration. Born on a Carroll County, Ind., farm that has been in the Wickard family since the 1840's, he has continued with his father to operate the same farm on a general grain and livestock basis. Following graduation from Purdue University in 1915, he took over complete management of the farm; did part-time work for the Indiana Extension Service; and was associated with farm-bureau work. In 1927 he was named a master farmer, one of the youngest men to receive that honor. He has pioneered in the use of soil-building practices and received State-wide recognition for his success in increasing crop yields and hog production.

In August 1933, Mr. Wickard became assistant chief of the corn-hog section of the AAA and was named chief of the section in February 1935. Following the inauguration of the agricultural conservation program in 1936, he was named assistant director and later director of the North Central Division. As director of the division, he has stressed farmer administration of the AAA and has been chiefly responsible for developing the effective farmer-committeemen set-up which now exists in the Corn Belt.

## Rural Chorus of 1,800 Voices

From an enthusiastic start in 1934, with 240 persons from 5 counties participating, the Illinois rural chorus has grown until now 33 counties have a total registration of 1,800 persons.

The chorus has appeared annually at the State fair since 1934, at the Illinois Farm Sports Festival and Chicagoland Music Festival in 1938 and 1939, and at the New York World's Fair during the past summer. Fourteen hundred persons took part in these events.

Nine counties signed up in 1935, with 600 persons participating. L. F. Demming of the University of Illinois School of Music became director at that time and has since been their leader, in cooperation with D. E. Lindstrom, rural sociologist of the College of Agriculture.

Twenty-three counties, with an enrollment of 1,750, took part in 1936, 1,200 of them singing the cantata, Harvest, by Kountz, at the State fair.

In 1937, a total of 1,200 persons from 25 counties sang Joan of Arc, by Gaul, during the State fair and Chicagoland Music Festival. In 1938, a total of 1,350 sang Harvest Caravans, by Professor Miles, of the school of music at the State fair and Chicagoland Music Festival.



# Texas Game Preserve Demonstrations

■ The area covered by Texas game-management demonstrations now includes 27,362,395 acres, an increase of almost 8 million acres over the totals of a year ago.

These areas are designated by 79,532 markers bearing the legend, "Game Preserve Demonstration with Extension Service, Texas A. and M. College."

The plan, put in operation less than 3 years ago, recognizes wildlife as a crop of the land and upholds the right of the landowner to receive compensation for hunting and fishing privileges in return for his efforts in increasing the amount and variety of game.

R. E. Callender, game-management specialist of the Texas Extension Service, said that county agricultural agents' annual reports showed 23,280 farmers and ranchmen, including 588 4-H Club boys, taking part in the demonstrations.

The 27,362,395 acres involved in the demonstrations are combined in 2,637 different areas, of which 426 are organized into community associations and 104 have been formed on a county-wide basis.

The associations are organized on a co-operative basis. Although plans for the demonstration preserves call for regulated harvests of game when the amount of wildlife warrants, this means that frequently preserves are closed to sportsmen while the supply is being built up.

Individual organizations have the "say"—subject, of course, to State and Federal regulations—as to open seasons and amount of hunting to be allowed. Parts of demonstration areas may be open to regulated hunting although individual holdings within the areas may be closed.

Most cooperative associations provide that funds received from hunting permits be divided between the individuals and the association treasury. Treasury funds are disbursed to further improve natural conditions or for restocking purposes.

Much of the improvement in game conditions is expected to come through regulated hunting and provision of cover, feed, and protection from natural enemies; but some artificial stocking is being carried on.

More than 14,000 game birds and 2,047 game and fur-bearing animals were planted during the year.

Demonstrators stocked 2,419 ponds and lakes, totaling 41,273 acre-feet of water, with 1,021,222 fish.

Receipts reported by demonstrators whose holdings before improvement or restocking did not support enough game for hunting totaled \$122,907. Fishing leases brought in \$4,775, and sale of furs, \$73,781. Fears that the demonstration plan would close up Texas for hunting have proved groundless. Only 7,017 demonstrators banned hunting the past season.

like, as required by the bylaws were explained; and a general picture of the set-up of the organization was briefly drawn.

A 2-hour open forum was devoted mainly to a discussion of policies to be adopted or rejected. Studies of the problems involved had previously been made by committees, the chairmen of which made reports. There was plenty of free and full participation in these discussions. Not all matters brought up were fully settled, but the ground work was laid for intelligent appraisal of the points raised.

Other speakers were Director L. R. Simons; Dean C. E. Ladd; and Dr. M. T. Munn, director of the State Seed Laboratory at Geneva. Dr. Munn set forth the essential features of the New York seed law and compared them with the corresponding provisions of the Federal act. He explained how the State and Federal statutes may be made to harmonize and to make seed control more effective.

Dr. Munn's presentation evoked lively questioning and discussion. One result of this was the naming of a committee to formulate definitions of certain terms used in the Federal act and to report later in the session. When finally adopted, the report of this committee was prepared for transmittal to the legal department in charge of enforcement of the Federal Seed Act.

Discussion ranged from technical procedures of seed production, harvesting, curing, packaging, and merchandising to the need for and desirability of further seed legislation or amendments to the present seed law. Members attending enthusiastically voted to hold another school next year, which is to be 2 full days in length instead of a day and a half as this year.

## School for New York Seed Growers

■ On December 14 and 15, 1939, a school for growers of certified seed was held at Cornell University, Ithaca, N. Y. The idea for holding such a school originated among members of the New York Seed Improvement Cooperative Association, Inc., who felt that there was need for a better understanding among themselves of the set-up, rules and regulations, purposes, and procedures of their organization. Stated in another way, it was to clarify in the minds of the men who grow certified seed the more or less hazy notions held by some as to what it is all about.

Eighty-three persons attended the school. Though most of them were active growers of seed, this number included several specialists from each of three departments of the New York State College of Agriculture, a representative of the State Department of Agriculture and Markets, and the director of the State Seed Laboratory. O. S. Fisher, extension agronomist of the United States Department of Agriculture, was present and took an active part in the discussions. Mr. Fisher discussed the regulations under the new Federal Seed Act and how they would

affect the work of the State seed improvement associations. Also at the school were several visitors who represented industries closely related to agriculture. Mr. Fisher, who is familiar with seed certification in 37 States, outlined the rather distinctly different types of set-up and control in seed certifying associations located in some other States as contrasted with that in New York.

Bruce P. Jones, president of the New York Seed Improvement Cooperative Association, Inc., gave a brief historical résumé of the founding and development of the association. He pointed out that all seed inspection and certification work in New York is done under a single and unified control. Working in close cooperation with the College of Agriculture, the Cornell Agricultural Experiment Station, the Geneva Seed Laboratory, and the State Department of Agriculture and Markets, the New York Seed Association maintains high standards of excellence and grants certification under rules and regulations rigid but workable. The internal workings of the organization were outlined; the duties of directors, crop committees, and the

■ The cotton-consumption program on which Texas citizens have been working enthusiastically has provided the extension workers with impetus for their "Buy or Make a Cotton Mattress" campaign and other home-improvement activities. County home agents have held more than a thousand mattress-making demonstration meetings, according to latest reports. A "Cotton Christmas Gift Month" proclaimed by the Governor and a cotton Christmas party at the Governor's mansion helped to focus attention on possibilities for greater local use of cotton and cotton products.

## Correction

In the February number, it was erroneously stated that Stanislaus County, Calif., dairy herds were the last to receive initial tests for tuberculosis. Stanislaus County made the first test more than 3 years ago, has now had its fourth test, and expects to become a modified accredited area soon, writes County Agent A. A. Jungerman. Congratulations, Stanislaus, and our apologies for the error.



# Home Industries Pay for Electric Power

■ With the establishment of more than 4,000 miles of electric power lines in Arkansas, more than 10,000 farm homes have been supplied with power. This, however, has brought with it a need for ready cash to meet the monthly electric bill.

On many farms, the housewife has adopted this bill as her special responsibility, and she has various ways of paying it, according to Sybil D. Bates, extension specialist in home industries, Arkansas. For instance, organized marketing groups, such as home demonstration markets and curb markets, offer her a channel through which she can market her products to advantage. Individual marketing enterprises have also been worked out with demonstrators who are interested in developing home industries to pay the electric bill.

## *Electricity Pays for Itself*

Mrs. Neal Dunn, a member of the Bearden home demonstration club in Ouachita County, says that electricity will pay for itself.

"Since I've had electricity," she told Eloise Stanford, her home demonstration agent, "I've been able to sell enough milk and butter to pay the light bill and also the bill for my daughter's school lunch which amounts to \$5 a month. My electric refrigerator lets me keep milk and butter fresh until I go to market and has also enabled me to have higher quality milk and butter which brings a higher price."

Mrs. Carl Moran's broiler project pays the power bill for the Moran farm near Jacksonville in Pulaski County. The project is continuous, with Mrs. Moran buying 200 chicks semimonthly and selling 50 broilers every Saturday at the home demonstration club market.

Poultry and poultry products will be a popular way of paying the bill for electric service in the 500 Greene County farm homes to receive rural electrification during this year, according to Mrs. Geraldine G. Orrell, home demonstration agent. Greene County produced more poultry in 1938 than in any previous year on record. One hundred and sixty-two carloads were shipped from Paragould.

As a result of demonstrations in caponizing given by the county extension agents during June and July, approximately 800 capons have been produced this year, 10 times the number produced in 1938. These capons were fed home-grown feed and sold largely on the local market. Mrs. J. L. Presson of the Haliday community told Mrs. Orrell that she could produce 500 pounds of capons as cheaply as a bale of cotton, and capons bring double the price per pound.

A number of clubwomen in the county have built up markets for choice poultry products. Mrs. Earl Garner, president of

the Collier home demonstration club, has found that she can dress three hens almost as easily as she can one. She takes orders from Paragould businesses for dressed fowls, and her profits will pay for electricity on the Garner farm.

Mrs. Otto Bonham, poultry leader for the Howell's Addition Club, is another Greene County woman who pays the electric bill with money she gets from selling chickens.

The electric refrigerator in the Logan County farm home of Mrs. J. F. Reynolds is paying the electric bill, Mrs. Reynolds recently told members of the Revilee Home Demonstration Club. She gets from 50 to 90 cents more per can for her cream by selling it sweet, which is more than enough profit during the month to pay the bill for the electricity on the farm.

Proceeds from the sale of milk pay for the electricity and equipment on the farm of the J. A. Blalocks in Craighead County.

The amount of money that Mr. and Mrs. Emmett Scroggin of Conway County previously spent for ice now pays the electric bill, Mrs. Scroggin, a member of the Overcup Home Demonstration Club, reports. This means more, however, than just the mere cooling of food; for, in addition to their electric refrigerator, the Scroggins have a washing machine, an iron, a radio, lights, and a fan.

Mr. and Mrs. E. R. Olds have gone even further and say that electricity has meant a definite increase in the income from their farm near Camden. An electrically refrigerated curing plant makes an ideal storage house for meats and farm produce; and 10 brooders, electrically heated, are growing broilers which are sold to hotels in Camden and El Dorado.

## An Ex-Governor's County

Former Gov. O. Max Gardner of North Carolina is claiming a world record in cotton production for Cleveland County in 1939. He cites the following figures to support his claim: The acreage planted to cotton in Cleveland County in 1939 was slightly less than 51,000 acres. The average yield of cotton per acre in the United States is 234 pounds; Cleveland County's average was more than 500 pounds per acre, or more than double that of the country as a whole.

Mr. Gardner is proud of that record, but he expresses more pride in the progress made by his home county in the live-at-home program as promoted by the Extension Service and as emphasized by Mr. Gardner during his term as Governor of North Carolina.

"Cotton is the cash crop for Cleveland County," he declared, "and it really, in the main, represents cash. But Cleveland County agriculture is today geared to a live-at-home

system and to soil conservation and soil improvement. There is hardly a farm in the county that does not grow lespedeza as a soil builder.

"The farmers in Cleveland County are raising their food and feedstuff. The time merchant has largely passed away in the county. When the average farmer sells his cotton, his cash goes into his pocketbook and does not have to be spent for meat, corn, butter, bread, and hay raised outside the county. These products are raised at home; and cotton, in fact, is a surplus crop."

## A Rat Campaign

Modern pied pipers in 13 counties of New York State started a campaign against rats on the evening of November 22, 1939.

Hundreds of farmers, farm women, and even the boys and girls helped in the following counties: Albany, Cattaraugus, Fulton, Greene, Herkimer, Livingston, Schenectady, Schuyler, Seneca, Tioga, Wayne, Wyoming, and Yates.

Whereas the pied piper of old used a flute to attract the rodents, the modern exterminators used a poison bait of meat, fish, and red squill specially prepared by the United States Biological Survey.

The farmers placed several hundred pounds of the rat food in places frequented by the rodents. The bait was found to be deadly to the rat tribe without being harmful to humans, household pets, or even poultry.

The New York State College of Agriculture estimated that the average loss to the farmer in New York caused by rats was \$80 a year, but even if it were only half that, the State's agriculture would sustain a \$6,800,000 yearly loss.

Thousands of packages of bait were ordered in the county-wide campaigns.

■ Twenty-five years as an active 4-H Club is the record commemorated by the Lynn Junior Farmers' 4-H Club of Lake Geneva, Wis., during the holidays. The 7 original members participated in the occasion, joining the more than 60 boys and girls who are now members of the club. This club, says T. L. Bewick, Wisconsin State club leader, was the first in the State to put up a booth at the State fair. Three generations of the Hatch family have had a part in the affairs of the club as leaders and members. Three boys and one girl in this family are living on farms in the same home community. Another girl is now a teacher in the home economics department at Cornell University. Summer homes of a large group of urban people give Lake Geneva the atmosphere of a summer resort; but, says Mr. Bewick, the members of this club have discovered the advantages of country life and have built a fine rural community in the midst of this city atmosphere.



## Have You Read?

**Soil Conservation**, by Hugh Hammond Bennett, 993 pp. New York, N. Y. McGraw-Hill Book Co., Inc. 1939.

Though many excellent books on soil conservation have recently come from the press, a high point has been reached in contributions to the conservation field with the appearance of *Soil Conservation*, by H. H. Bennett. This book, coming from the Nation's leader in soil conservation, is a masterpiece in its completeness and in the sustained fervor of the presentation of a great message to the people of America.

The contents are thoroughly organized, and the book is replete with tabulated experimental data and charts, maps, and photographic illustrations. The problem of soil erosion in the United States and the world is presented in complete detail. Leading chapters deal with the results and types of erosion; the relationship of physical and chemical properties of soil to erosion losses; the effect of climate on soil erosion, and the relation of erosion to crop yields and vegetative changes. The national program of soil conservation and agronomic practices effective in soil and water conservation are given forceful treatment. The chapters on the place of forestry and wildlife in soil and water conservation are marked additions to these fields.

Mr. Bennett has done a fine job of depicting losses resulting from the erosion and misuse of our land, and of convincing the reader of the importance to our agriculture and to the national welfare of the widespread adoption of methods of land use that will control erosion and maintain and improve our basic resources of soil, water, and trees, and the life of our land and waters.—*J. L. Boatman, United States Department of Agriculture.*

**The Government at Your Service—A Handbook of Federal Help for the Citizen**, by Archie Robertson, 340 pp. Boston, Mass. Houghton Mifflin Co. 1939.

Farm and townspeople continually request information concerning a wide range of governmental services from county agricultural and home demonstration extension workers. The *Government at Your Service—A Handbook of Federal Help for the Citizen* can aid you in having the desired information at your tongue-tip because of its memory-assisting style. Besides supplying a kind of information frequently requested of extension workers, it will provide interesting reading material, as the author, Archie Robertson, has woven the human element of Government service into a very useful array of facts. Also, its preparation as a handbook furnishes a convenient reference file at your fingertips.

Archie Robertson, a newspaperman with years of experience in various Government Departments, has arranged this information

about Government services by subjects rather than by departments. Some of the chapters are: Information, Please; How to Get a Government Job; Business and Government; and Using Land and Water. Others include topics relating to health, security, recreation, arts and sciences, communication, transportation, currency, justice, defense, international relations, and the like. In this arrangement, the work of the Extension Service appears in the chapters entitled: "The American Home," "Farm Government," and "Youth and Education." You may judge of the author's understanding of extension work by the following statements quoted from these three chapters: "The Extension Service of the Department of Agriculture probably gives the most remarkable personal service to housekeepers in the entire range of Government." "The county agent and the county home demonstration agent are the backbone of both Federal and State services." And, with reference to 4-H Club work, "Nothing in the life of the American city compares to this combination of work and play."

The other subjects, covering the range of Federal services to its citizens, are treated with equal understanding, accompanied by statistical information and useful references.—*S. P. Lyle, United States Department of Agriculture.*

## AAA Personnel Changes

Harry N. Schooler, recently appointed director of the North Central Division of the Agricultural Adjustment Administration, succeeds Claude R. Wickard, now Under Secretary of Agriculture.

Mr. Schooler, a South Dakota rancher and farmer, has been assistant director of the North Central Division since March 1, 1937. Previously he had served in local and State administration of the AAA farm program since 1933.

A native of Iowa, he homesteaded a ranch near Cooper, Meade County, S. Dak.

He served in the Army in France during the war, graduated in agriculture from South Dakota State College in 1923, and then became a rancher and farmer in Meade County.

Mr. Schooler was elected chairman of the AAA corn-hog and wheat committees for Meade County in 1933. In 1935, he became a member of the South Dakota State Grain Board. In the spring of 1936, after being elected chairman of the Meade County Agricultural Conservation Association, he was appointed chairman of the South Dakota Agricultural Conservation Committee. He developed the North Central Division range-conservation program for western Nebraska and western South Dakota.

Mr. Schooler owns a ranch in Meade County and operates a general farm in Brookings County.

Harry O. Wells, of Grant County, Wis., chairman of the Wisconsin Agricultural Conservation Committee, succeeds Mr. Schooler

as assistant director of the North Central Division.

F. W. Darner, formerly assistant director of the East Central Division, was named assistant director of the Insular Division; and Charles D. Lewis, formerly assistant director of the Northeast Division, succeeds Mr. Darner as assistant director of the East Central Region. Succeeding Mr. Lewis in the Northeast Division is Fred B. Northrup.

## Home Demonstration Objectives

The objectives of home demonstration work in Kansas were recently put in a nutshell by Georgiana Smurthwaite, State home demonstration leader, in her special column to Kansas weeklies called *Your Home and My Home*.

On the basis of economic and social situations, according to Miss Smurthwaite, the programs of 100 Kansas counties may be summarized as follows:

1. Safeguard the health of farm families at a minimum cost by making the best use of home gardens, home-produced meats, and dairy products, and by wise use of the food money.

2. Maintain the well-groomed family on low incomes by requiring skill in home sewing, the use of reliable consumer information, and a clothing plan designed to meet individual and family needs.

3. Develop efficiency in farm families through mental and physical healthfulness.

4. Strengthen financial planning through use of accounts and budgeting to help families provide adequate and efficient farm-home equipment, such as water systems and storage facilities.

5. Stress more systematic planning in the home, rearrangement and repair of furnishings, and consumer education.

6. Make provisions for social development in the community through greater participation in plays, musical groups, and voice development.

These educational programs have the family-as-a-unit approach. They are fabricated jointly by rural people working with county agents and extension workers at Kansas State College. And, because of their being planned by and for rural people, they are becoming more valuable to rural people each year.

■ "Our Work for 1940" was the discussion subject of farm program leaders of Oregon counties at a series of seven district AAA conferences. County committeemen, secretaries, and assistant secretaries from each county office attended to meet with State AAA committeemen, AAA field men, commodity specialists, and Extension Service representatives.

Following the district conferences, each county held a meeting with community AAA committeemen and farm supervisors.



# Triple-A Payments Finance Conservation

■ Linn County, Kans., farmers, through their 1939 agricultural conservation program, have financed a soil-conservation project that included the seeding of legumes and grasses on 13,688 acres of land, according to Harry J. Clark, chairman of the Linn County committee. In addition, 30,119 pounds of grass and lespedeza seed have been scattered on permanent pastures as a part of the program during the past year.

In Linn County, the cropland seeded to grasses and legumes represents 11 percent of the total acreage of cultivated land in that county. The past season has been unfavorable for the establishment of such soil-improving crops; but, in spite of this, Joe Goodwin, county agent, estimates that a stand was obtained on 70 percent of this acreage.

Alfalfa and sweetclover, among the best soil-improving crops for eastern Kansas, made up a substantial portion of the acreage that Linn County seeded to soil-improving crops. Mr. Goodwin adds that sweetclover and alfalfa are just as valuable to the livestock industry in Linn County as they are to the soil. He believes that nothing will do more to improve livestock profits than plenty of

legume hay and pasture in the county.

In addition, the AAA payments financed the purchase and spreading of 662 tons of lime, paid for the construction of 16,006 feet of terraces, and enabled farmers to build 13 ponds for stock water. Without the aid of payments, farmers in the county spread an additional amount of lime that would total about 662 tons, and built terraces on 330 acres.

Just what the program has meant to Linn County in dollars and cents is also revealed in Mr. Clark's report. It shows that for this county the 1939 wheat parity payments amounted to \$27,230.54, and the corn parity payments for the year were \$31,516.18. These amounts, added to the soil-conservation payments that will total about \$200,000, make a total payment to Linn County of approximately \$259,000 in 1939. This payment will be divided among 1,774 farmers and farm owners.

"We realize that soil improvement is necessary in Linn County," says Mr. Clark, "but lime, fertilizer, and legume seed cost money. The financial help that this program is giving is making it possible to get alfalfa and sweetclover seeded on many additional acres."

Eighty-one families to follow recommendations in improving methods of repairing, remodeling, or refinishing furniture.

One hundred and seventy individuals to adopt recommended positive preventative measures to improve health.

In addition to the above, she works with county agricultural agents on such activities as food production and electrification of farm homes.

She devotes 61 percent of her time to adult home demonstration work and 39 percent to 4-H Club work.

## Cooperating for Security

A special effort is made by the members of the home extension council of Wood County, Ohio, to invite Farm Security Administration families to the regular township meetings. As a member of the county FSA committee, Home Agent Grace S. Wagner planned a special clothing-construction project to meet the needs of some of the lower-income families who had not entered into extension activities. One month a sewing-machine clinic was held in one of the poorer farming sections of the county, and from this the project of dress-making, including pattern alteration and fitting, was taken up. Three meetings on this project were held during 1 month, and the women have become extremely interested in making useful wearing apparel. Most of the women made over garments for children's clothing which was badly needed.

Concerning this work, Wood County's FSA home economist reported: "In addition to the education benefits the women obtained, it has been as valuable for them to get away from home to meet other women and to have an opportunity to take part in community activities. Their interest in these meetings has been so great that they met at one of the homes, without the home demonstration agent, to make Christmas gifts for their families. We have been striving to get more FSA families interested in the extension meetings, and this one project has definitely shown the values these folks can derive from attending."

## Arkansas Builds

About 24,000 copies of plans for houses, barns, and other farm structures have been furnished to Arkansas farm builders by the college of agriculture. At present, about 200 plans a month are being supplied in answer to requests. In 1937, when a vigorous campaign for homemade homes was started, sets of 100 different plans were furnished county extension offices in 77 counties for reference.

The most popular house plan is for a four-room house designed for log-wall construction. The barn plan which is most frequently requested is for a 24- by 32-foot barn that is adapted to the various requirements on the small farm. The most popular small plan has been one for outdoor fireplaces and grills.

# The Home Demonstration Agent

■ What is a typical home demonstration agent and what is her job? If you approached the question statistically, taking the facts which the 2,092 home demonstration agents reported about themselves and their jobs in 1938, you would have a composite picture which looked something like the following:

She is 34 years old, has a bachelor of science degree, a salary of \$2,104, and has been in extension work 5.6 years.

She works with 528 homemakers in 22 groups and with 373 homemakers who are not home demonstration members, thus helping 901 homemakers to improve home living.

She is assisted by 107 unpaid volunteer local leaders and holds 276 meetings in a year. Fifteen are leader-training meetings; 165 are method-demonstration meetings; 20 are meetings at result demonstrations, and 59 are general meetings.

She makes 330 home visits in a year and receives 558 visitors in her office. She also writes 117 news articles, or more than 2 each week; issues 43 circular letters; and distributes 2,603 bulletins.

She spends her time about as follows:

	Percent
Extension organization and program planning	19
Food selection, preparation, and preservation	18
Home management, housefurnishings, and agricultural engineering	16
Clothing	15
Food production	12
Community activities and miscellaneous activities	11
Handicraft, home marketing, and other agricultural economics	4
Health and sanitation	2
Parent education	2

She assisted rural families on many problems in rural living in 1938:

Three hundred and twenty-six families to can and preserve food, and 195 families to serve better-balanced meals.

One hundred and forty-two adults to follow recommendations in clothing, and 110 adults to follow recommendations in improving, care, renovation, and remodeling of clothing.

Two hundred and eighty-three families to follow recommendations in buymanship of food, clothing, and home furnishings.



# Maine Co-ops

Last year 20 cooperative organizations called on the Maine Extension Service for special assistance. Twelve received help on membership relations, 12 on accounting, 7 on business policies, 8 on credit, and 3 on organization procedure.

Here are a few specific accomplishments of some cooperatives that have consulted extension agents in recent years.

In Aroostook County, farmers are now marketing more potatoes cooperatively than in any other section of the country except Colorado. The St. John Valley Cooperative Creamery is providing additional income for farmers who are badly in need of another source of income to supplement potatoes.

A fruit producers' cooperative is handling an increasing part of the Maine commercial apple crop, most of which is produced in the southern and central portions of the State.

Cooperative creameries in Hancock and Penobscot Counties are serving several hundred dairy farmers in those counties, and in Washington and Waldo Counties.

In Knox, Lincoln, and Washington Counties, cooperative blueberry-marketing organizations are handling a considerable portion of the crop.

These are a few of the organizations that continue to look to the Maine Extension Service for advisory service. Whether their problem is market outlets, membership relations, credit, accounting, or general operating practices, they know that extension agents will give sound counsel, and help the cooperative to get any assistance that may be beyond the scope of the Extension Service.

# Young People Like Farmers' Institutes

Albany, Ohio, opened the sixtieth farmers' institute season in that State on October 6, 1939. Before the sessions end in the State, farm and village people in nearly 700 communities will spend 1 or 2 days in study and recreation planned by local committees. Speakers at the institute sessions are selected from the 82 speakers on the permanent institute list, the 250 extension workers, the experiment station staff, the teaching staff of the university, or the 145 persons listed in the institute catalog as classified speakers.

The institutes attract boys and girls now in school, 220,209 of whom attended the 1938 sessions. The youngsters also compete in the annual poster contest in which winning posters in each class and district are sent to the Ohio State Fair for exhibition. Cash prizes are awarded for the best posters submitted.

Approximately half of the institutes receive small sums of money from funds appropriated by the State legislature, and the other half are financed locally. Many of the communities have displays of farm produce

or craft articles as added features to the speaking and entertainment program.

Although rural people select the subjects to be discussed at the institute meetings, they do not stay within the agricultural or homemaking fields in their selections. Music, art, drama, religion, special governmental problems such as taxation, topics of current interest, and any other of a thousand subjects may be chosen.

Programs of institutes held 50 years ago disclose some subjects that are just as interesting today. Such subjects as spraying fruit trees, taxation, fertilizers, and What Is Profit on the Farm? could be lifted out of the 1890 programs and transplanted to the 1940 calendar without danger of being derided as antiques. The greatest difference between the old programs and those of today is the present inclusion of more subjects not directly related to agriculture and homemaking.

# Leadership Training Offered

A 2-day leadership-training meeting for public discussion and forum groups was held in February at the North Dakota Agricultural College. The school was sponsored by the Carnegie Endowment for International Peace.

Leaders representing agricultural, labor, civic, religious, educational, and related groups were selected with the purpose of providing assistance and stimulating wider and more intelligent discussion of public problems. Discussions centered on peace topics.

The staff of trained discussion leaders included Harry Terrell and Ursula Hubbard, of the Carnegie Endowment; Shepherd L. Whitman, professor of government, University of Omaha; John Chancellor, American Library Association; F. Miller Chapman, Department of Agriculture, program planning division; and President Eversull and several representatives of the North Dakota Agricultural College and other State educational institutions. No registration or other fees were taken. Attendance at the leadership school was restricted to a maximum of 150 delegates.

# Safety in the Home

Farm women of McHenry County, Ill., have been making progress in home-safety work, reports Mrs. Clara Sweeney, home demonstration agent. In making a recent home-safety survey, 1,255 homes were visited to find out the type and prevalence of home accidents in the local communities.

During the survey, 152 home accidents were reported. The majority were attributed to falls. Slippery floors, stairs, objects left out of place, and insecure stepladders were named as the chief reasons for disaster. Burns came second as causes of accidents.

Three hundred and three of the families visited had fire extinguishers in their houses, and 252 had placed fire extinguishers in the barns; first-aid kits were available in 830 homes and in 117 cars.

The unit making the most calls turned in 280 visits out of a possible 346. However, another unit made the most complete coverage, having called at 187 homes out of a possible 206.

# Framed Pictures Displayed

An economical method of using pictures to tell the story of extension work in a year-round succession of 11 community centers has been developed by Dorris D. Brown, county agent in Warren County, Mo. In 11 wooden frames, 12 by 18 inches in size, 22 enlargements, 5 by 7 inches, are always on display in well-located banks, produce houses, and farmers' exchanges. The pictures are held between glass and easily removable backs so that they can be rotated readily and kept clean and attractive. The original photographs are taken by the agent to show the results of practices adopted on farms and in homes within his county. The pictures, accompanied by brief result-story captions, are changed frequently so that subjects will be new and timely. The camera used by the agent is 8 or 9 years old and originally cost about \$10. The frames were bought at a dime store, and the enlarging is done by a local photo-finishing firm at a special rate. To keep the frames filled with new and timely enlargements through a period of 10 months has involved a total expenditure of less than \$25, including the frames, films, and enlargements.

# Community Choruses

Four Iowa community choruses sang in a matinee recital at the mass meeting luncheon, a feature of the farm and home week program. Kathryn Thompson, public-school music supervisor from Columbus, Ohio, placed the groups.

The community chorus recital is a new music project this year in Iowa. Its purpose is to encourage mixed groups of men and women, young and old, to sing in community choruses.

■ A new all-time record was set when each 4-H Club member in three counties of the State of Washington—Franklin, Garfield, and Grant—completed his 1939 project and turned in a satisfactory record book.

It was the third time in 4 years that Franklin County had a 100 percent completion record, but it was the first time for each of the others. Enrollments in the 100-percent counties were as follows: Franklin, 18 boys and 46 girls; Garfield, 17 boys and 35 girls; Grant, 6 boys and 31 girls.



## Land Use Planning Exhibit

From a State representative of the Bureau of Agricultural Economics comes word of the following effective technique used by a county land use planning committee to draw attention to its work:

On exhibit at the State Fair in Jackson, Miss., October 9 through 13, were a model of the classification map prepared by Covington County planning committees and a short description of the work of these committees. The map was to the scale of 6 inches to the mile and was exhibited on a large table, 11 by 13 feet. The areas were shown by colored sawdust, with the area lines in white.

Featured in the exhibit were such phrases as "Group thinking and planning are essential in a successful democracy," and "Group land use planning is the foundation for a sound agricultural program." The aims of the planning committees were set forth in the exhibit as (1) balanced agriculture based on land adaptation, (2) rebuilding and conserving natural resources, (3) increasing the farm income and (4) improving the standard of living.

This exhibit aroused considerable interest and was awarded second prize in competition with all the county exhibits at the fair.

## Making a Conservation Motion Picture

Ormann R. Keyser, county agent of Stark County, Ohio, made a two-reel (800 feet), 16-millimeter motion picture, mostly in natural color, entitled "Save the Soil for Son," to help him show the farmers of his county the problem of erosion. Mr. Keyser says: "If, through the use of this picture, along with our discussions on soil erosion and its control, we get 50 farmers to do something definite to control erosion, we shall feel that the expense of the film will have been justified." On 23 farms, totaling 2,400 acres, strip or contour farming was practiced during 1939.

Following the title, the picture opens with the subtitle, "Rain, Friend and Enemy of the Farm." A number of pictures of pelting rain follow the subtitle. They are long shots, medium shots, and close-ups and show the very beginnings of erosion, both the common gully-ing sort and the more deceptive sheet erosion. Special attention is directed to sheet erosion, the hardest form to recognize, yet the most persistent in its destructive results. These results are portrayed in the pathetic local scenes of abandoned farms, denuded hillsides, and tumble-down buildings built on and from the surrounding acres that were once wonder-fully productive.

Then appears a second subtitle, "Friend in Bringing the Life-giving Moisture to Growing Crops." Following this subtitle are pictures of various crops in excellent growing condition, all local and all taken in bright sunshine.

# ONE WAY TO DO IT! Methods tried and found good

A third subtitle, "A Relentless Enemy in Its Deadly Destruction of a Farmer's Prime Possession—His Soil," is followed by more pictures of heavy rains, close-ups showing the soil structure weakening and slowly sliding into little rivulets of mud that tumble on and away into deeper gullies, then into a torrent-washed ravine, and finally into the river.

Mr. Keyser says that the film has been shown about 50 times in Stark County and in a few adjoining counties. It was shown at farmers' institutes, grange meetings, Farmers' Union meetings, Smith-Hughes schools, and luncheon clubs. Many communities have asked for it the second time. The Wooster High School saw it twice and then engaged it for their parent-son banquet.

Mr. D. W. Galehouse, project manager of the Soil Conservation Service for northeastern Ohio, claims that the showing of this film has had a tremendous effect in the county toward the soil-conservation work.

## ON THE CALENDAR

Central States Regional Conference for seven States west of the Mississippi, Lincoln, Nebr., April 25-26.

Central States Regional Conference for five States east of the Mississippi, Culver, Ind., May 2-4.

American Council on Education, Washington D. C., May 3-4.

Eighth American Scientific Congress, Washington, D. C., May 10-18.

American Library Association, Cincinnati, Ohio, May 26-June 1.

National 4-H Club Camp, Washington, D. C., June 12-19.

Pre-convention Meeting for All Home Economics Extension Workers, Cedar Point, Ohio, June 21-23.

American Home Economics Association Annual Meeting, Cleveland, Ohio, June 23-27.

Seventy-seventh Annual Convention of the National Education Association, Milwaukee, Wis., June 29-July 4.

Annual Conference of the American Association of Agricultural College Editors, Fort Collins, Colo., July 27-August 3.

## Utilizing Color Slides

Color slides increased attendance and interest at a series of end-of-the-year meetings held by County Agent Albert Hagan of Grundy County, Mo., last December. The meetings were held in each of the 13 townships in the county and served as a means for the agent to report on the year's activities to members of the county extension association.

In newspaper announcements of the schedule of meetings for a given week, Mr. Hagan always mentioned that color slides would be shown; and, if the photographs were made on farms within a township, he stated that they would be shown at the local gathering. He pointed out that, in addition, there would be projected several photographs of county-wide activities, such as the 4-H Club camp and limestone grinding.

Here is the way a paragraph in one of his newspaper stories ran: "At this meeting, Madison township farmers will be particularly interested in seeing color photographs of Bert Fulkerson's and Delmar Sharp's fine hogs which were fed and raised under good management practices."

The slides served to show in a graphic way the activities being sponsored in the county by the Agricultural Extension Service. Mr. Hagan said; "We found that the slides increased our attendance at the meetings. And many persons were so interested in the pictures shown that they stayed after the regular meetings ended to discuss some of the things they had seen on the screen."

## AAA Phosphate

Washington farmers purchased a total of 1,610 tons of triple superphosphate under the AAA grant-of-aid program during 1939, according to final figures of the State agricultural conservation office. The grant-of-aid phosphate used this year was applied on approximately 30,000 acres. Before the grant-of-aid program, only a little more than 380 tons were used under the terms of the AAA, and estimated requirements for 1940 are approximately 4,000 tons.

Under the grant-of-aid program, which has been in effect in western Washington counties during the past year, farmers participating in the conservation program may obtain triple superphosphate and have the cost deducted from their AAA payments. This makes it possible for a greater number of farmers to participate in the program. Grant-of-aid phosphate must be used as an approved soil-conserving practice and may not be applied to soil-depleting crops.

Taking of orders and distribution is handled by county and community farmer committeemen. The material is shipped to convenient points and distributed to farmers directly from the car. This work is making an effective contribution to an adequate soil conservation program for the State.



Recognition for Local Leaders

One of the most unusual happenings in connection with our 4-H Club program in Ramsey County was a recognition dinner given for 120 4-H Club leaders by the Ramsey County Fair Board and Farm Bureau members at Lake Johanna, one of our rural schools, on January 4.

The county agent, Robert Freeman, was master of ceremonies. The State 4-H Club leader, the principal of the school of agriculture, the president of the Ramsey County Farm Bureau, the vice president of the county fair board, and several club leaders gave short talks. The meeting closed with an impressive candlelighting ceremony.

This recognition dinner was a step toward more understanding and cooperation by the folks who are directing county and community programs. It will help to develop a fuller appreciation of the things which make for better community living and finer opportunities for boys and girls as well as for men and women. Knowing one another better, knowing what the various organizations are trying to do, and helping each other to achieve his goals will mean greater satisfaction to all who are participating in these activities. The recognition dinner was given by the farm bureau and fair board in honor of voluntary leadership among 4-H Clubs in Ramsey County, and 4-H Club folks appreciate this recognition. We hope we may so conduct our 4-H Club program that we deserve the honor given by these two organizations.—Mrs. Clara M. Oberg, county club agent, Ramsey County, Minn.

Landlord-Tenant Facts

The high proportion of farms being operated in South Carolina by tenants and sharecroppers is recognized as a problem by agricultural leaders. According to the 1935 census, 37.4 percent of the farm operators were classed as owners, 34.3 percent as tenants, 27.9 percent as sharecroppers, and the remaining few as managers. Of the 102,926 tenants, or farm operators not owning their farms, 44,802 were white and 58,124 were Negroes.

As most of the farm plans are developed by the owners, it follows that 37.4 percent of the farm operators do most of the planning for the other groups. Consequently, any immediate adjustments in the systems of farming must be brought about directly or indirectly through the farm owners. This influence would be less upon tenants than upon sharecroppers.

The instability of these groups of farmers does not offer an opportunity for doing many things necessary for their own welfare. According to the 1935 census, an average of 35.4 percent of all tenants (including sharecroppers) reported having lived less than 1 year on the farm where they were then residing. The proportion ran as high as 50 percent in certain counties.



This is a place where agents are invited to express their ideas and opinions about anything which seems important to them. Those things which please, bother, or help one agent in his work are just the things which prove valuable to other agents.

Improvements in landlord-tenant relationships should result in greater stability and security of farmers and their communities, better protection for the landlord and his land, and better farming methods and practices, as well as a higher standard of living among these people.—M. C. Rochester, extension farm management specialist, South Carolina.

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Electricity Spurs Modernizing

Electricity is not only taking some of the hard work off the shoulders of farm homemakers but also is making them aware that their kitchen workshops are often exceedingly dark. By the end of 1940 it is estimated that nearly 100,000 of the 200,000 rural residences in Illinois will be turned from darkness into light.

Sometimes I think that the new equipment has done more to change kitchen walls, woodwork, curtains, and even floors and to make women "convenience conscious" than all the talks, demonstrations, and tours to which women have been exposed.

People are saving the time it takes to build the fire in the old cook stove, to go to town for ice, and to go back and forth to get the iron from the stove.

Before any electrical equipment is bought, it is important that plans should be made on paper. If we can help families to decide which pieces of equipment they should buy first and how they will finance the purchases made from year to year, it will be a contribution to rural welfare. Another "paper" plan will help these families to decide where the equipment will be installed and, therefore, where the outlets should be placed. It also may influence the size and form of appliances to be purchased.

By checking with reliable dealers, consumer-education agencies, the Extension Service, and even with their neighbors before purchasing electrical equipment, farm families can avoid many mistakes.—Mrs. Esther K. Thor, home demonstration agent, Champaign County, Ill.

Long-Time Cooperators

An Ottawa, Okla., family has established an unofficial record which is hard to beat. The family, that of Mr. and Mrs. B. E. Boyd, west of Fairland, has an aggregate of 123 years' work in the 4-H Club in its own Lone Star community and 20 years in home demonstration club work, a total of 143 years.

A Fulton County, Ohio, family recently bid for top honors for having the greatest total number of years in 4-Club work. The total was 44 years. The local record of the Boyd family includes 27 years of coaching done by various members of the family.

All members of this family, including the four in-laws, were members of the Lone Star Club and later coached the 4-H Club members. At the present time, all members of the family live in this same district.

There is not room to tell of the accomplishments of the Boyds. They have won many honors for exhibits, also out-of-State trips, and all have taken a very active part.—A. M. Jarvis, county agricultural agent, and Mrs. Vera Carding, home demonstration agent, Ottawa County, Okla.



# INSURED HARVESTS



**I**N 1940, the second year of the Federal wheat crop insurance program, it is estimated that 375,000 to 400,000 farmers have insured their coming harvest. These growers are sure of income from at least 75 percent of their average yield.

Through cooperation in the wheat crop

insurance program, these growers are bringing a new security and stability to their vital industry. More than that, they are pioneering a new field, developing a background of information and experience which may lead to "all-risk" insurance for other important farm crops.

These crop-insurance publications are available:

**INSURED HARVESTS**—FCI Info. 10. . A 14-page illustrated booklet outlining development and operation of crop-insurance program.

**CROP INSURANCE AND THE MULTIPLE LAND OWNER**—FCI Info. 11. . A 10-page illustrated booklet discussing crop insurance from the standpoint of the large-scale landlord, emphasizing the value of insurance in

promoting long-time leases with tenants, reducing delinquencies, and widening the field of potential purchasers.

**LET ME TELL YOU**—FCI Info. 12. . A 6-page leaflet giving brief case histories of farmers' experiences with insurance in 1939.

**MAKE SURPLUS WHEAT WORK**—FCI Info. 2. . A 4-page illustrated leaflet pointing out that wheat crop insurance provides a constructive use for surplus wheat crop supplies.

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